

Message Text

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ACTION EUR-12

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USDOC FOR BEWT/TDAD (STECHSCHULTE)

E.O. 11652: N/A
TAGS: BEXP, EEWT, UR
SUBJECT: INTERNATIONAL HARVESTER REPORTS GREATLY INCREASED SALES
OF SPARE PARTS TO SOVIETS IN 1977

REF: MOSCOW 11562

1. MARVIN JENTZ, NEW SENIOR REP FOR INTERNATIONAL HARVESTER IN MOSCOW, TOLD COMATT AUGUST 18 THAT SOVIET PURCHASES IN 1977 OF SPARE PARTS FOR 1,200 TD 25 CRAWLER-TRACTORS WHICH I-H HAS SOLD IN USSR SINCE EARLY 1970'S HAVE BEEN RUNNING DRAMATICALLY AHEAD OF FIRM'S PROJECTIONS FOR THIS YEAR. ACCORDING TO JENTZ, DURING PAST SIX WEEKS ALONE SOVIETS HAVE PLACED SPARE PARTS ORDERS TO TUNE OF \$5 MILLION -- EXACTLY HALF OF I-H'S SALES PROJECTIONS FOR TD 25 SPARES FOR ALL OF 1977 -- WHICH IN VIEW OF SALES ALREADY RECORDED EARLIER IN YEAR HELD OUT PROSPECT OF TOTAL SALES FOR YEAR OFBETWEEN \$20 MILLION AND \$30 MILLION. JENTZ WAS PUZZLED BY WHAT THIS SUDDEN SURGE IN SPARE PARTS PURCHASES MEANT BUT WAS CLEARLY PLEASED AT PROSPECT OF MORE THAN DOUBLING I-H 1977 TARGETS FOR SUCH SALES IN USSR. WHEN ASKED WHETHER SOVIETS MIGHT BE STOCKPILING SPARE PARTS FOR THEIR TD 25 CRAWLER TRACTOR FLEET. JENTZ SAW THIS AS OBVIOUS PROBABILITY, BUT AS TO WHY THE BUILD-UP WAS

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BEING MADE JUST AT THIS TIME HE COULD NOT SAY.

2. ON PROSPECTS FOR SALES OF WHOLE TRACTORS OR OTHER EQUIPMENT THIS YEAR, JENTZ WAS NOT OPTIMISTIC AND NOTED THUT LACK OFLARGE NEW PROJECTS WAS PRINCIPAL BAR TO SALES OF EARTH-MOVING AND CONSTRUCTION VEHICLES IN USSR RIGHT NOW. HE POINTED TO CLARK EQUIPMENT'S RECENT SALE

OF \$4 MILLION IN TRACTORS (REFTEL) AS AN INDICATION
OF LEVEL AND KIND OF BUSINESS ACTIVITY U.S. TRACTOR
SUPPLIERS MIGHT EXPECT IN SOVIET UNION FOR FORESEEABLE
FUTURE.
TOON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
Copy: SINGLE
Sent Date: 19-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
Disposition Event:
Disposition History: n/a
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